

---

# Increase Customer Satisfaction by Becoming Proactive

Use the Power of Your Data to Proactively Engage and Resolve Support Issues Before Customers Even Detect Them



**Customer experience will overtake price and product as the key brand differentiator by 2020.**

Customers 2020 Report, Walker Information

## Solution Overview

---

Did you know that you can respond to various issues even before the customer contacts you with a complaint? By leveraging the power of data from all your systems, you can become proactive and send personalized messages to customers before they initiate interaction with your customer support channels.

Complaints regarding high bills, device use or network availability can be resolved even before the customer raises the issue, through internal data analysis and social media monitoring. By introducing proactive communication, you demonstrate additional value to customers and increase their satisfaction and loyalty.

**7 out of 10 business leaders claim that customer experience is now critical to their success.**

The Business Impact of Customer Experience, Forrester Perspective, 2013



# Solution Benefits

---

## Reduced Support Costs

Automated proactive responses to recognized patterns in customer issues reduce the number of inbound interactions with your support channels, reducing the overall costs of assisted channels and increasing their efficiency.

## Fewer Customer Reactions on Public Channels

Automated proactive responses to recognized patterns If your system is set to send automatic and personalized notifications and updates to customers when there are outages or issues with the network, negative customer reactions on public channels, primarily social networks, would be significantly reduced and your company's reputation intact.

## Increased Customer Satisfaction and Loyalty

A proactive approach regarding billing or network issues, or even unused services, is highly appreciated by customers leading to an increase in customer satisfaction indexes and other important KPI's, such as customer lifetime value.

# The Technology Behind the Solution

---

Solutions based on Big Data enable you to integrate, transform and manipulate data coming from various sources, including OSS, BSS, and even social networks. Data warehouse, based on IBM Netezza Hadoop platforms, would incorporate all relevant data in one place, enabling further analysis and automated actions. In addition, by using advanced Big Data analytics solutions, such as IBM Infosphere Streams powered by IBM's SPSS predictive models for real time analytics, you'll be able to successfully create predefined proactive actions for remediation of care issues leading to preserved revenue sources and increased customer satisfaction indexes.



# The People Behind the Solution

---

If you are interested in learning how Big Data can help you achieve more with existing resources, contact our experts. Our consultants will work closely with you to create the best solutions for your business enabling faster return on investment and further business development.